

## ORDER



**Orders**  
**Order / Rev:** 704375  
**Alt Order #:** 06262008  
**Product Desc:** OBAMA SKED C  
**Estimate:** 1549  
**Flight Dates:** 08/04/12 - 08/17/12  
**Original Date / Rev:** 08/03/12 / 08/07/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential,Political,PL-Federal  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/05/12	4	\$20,250.00	\$17,212.50
08/06/12	08/12/12	42	\$62,675.00	\$53,273.75
08/13/12	08/19/12	52	\$36,850.00	\$31,322.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	98	\$119,775.00	\$101,808.75	0.00
<b>Totals</b>	<b>98</b>	<b>\$119,775.00</b>	<b>\$101,808.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WKYC	31%	\$119,775.00
Market	100%	\$386,370.97

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$3,863.71
WEWS	25%	\$96,592.74
WJW	23%	\$88,865.32
WOIO	16%	\$61,819.35
WUAB	4%	\$15,454.84

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	08/13/12	08/17/12	Days of Our Lives	CM	1p-2p	MTWTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
DAYS-OUR LIVES< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12  08/19/12    MTWTF--          3     \$500.00     0.00															
E 2	WKYC	08/13/12	08/17/12	M-F 10-11a	CM	10a-11a	MTWTF--	:30	5	\$225.00	P-2	0.00	NM	5	\$1,125.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 08/13/12  08/19/12    MTWTF--          5     \$225.00     0.00															
E 3	WKYC	08/06/12	08/10/12	Olympics Weekday DT	CM	Olympics Weekday	MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Olympics Weekday DT															
OLYMPICS DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--					2	\$1,000.00		0.00			
E 4	WKYC	08/13/12	08/17/12	Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--					2	\$600.00		0.00			
E 5	WKYC	08/13/12	08/17/12	M-F 11a-1230p Live on Lakeside	CM	11a-1230p	MTWTF--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
WKYC NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--					2	\$250.00		0.00			
E 6	WKYC	08/13/12	08/17/12	M-F 2-3p Rachel Ray	CM	2-3p	MTWTF--	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--					4	\$250.00		0.00			
E 7	WKYC	08/13/12	08/17/12	M-F 3-4p The Doctors	CM	3p-4p	MTWTF--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--					3	\$350.00		0.00			
E 8	WKYC	08/13/12	08/17/12	Early Today Early Today	CM	4a-430a	MTWTF--	:30	5	\$25.00	P-2	0.00	NM	3	\$75.00
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--					5	\$25.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	08/13/12-08/19/12		Early Today		4a-430a	MTWThF----	:30		<del>(\$25.00)</del>		0.00	NM		
See MG 26.2															
5	NKYC	08/13/12-08/19/12		Early Today		4a-430a	MTWThF----	:30		<del>(\$25.00)</del>		0.00	NM		
See MG 26.2															
E 9	WKYC	08/13/12	08/17/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MTWTF--	:30	4	\$425.00	P-2	0.00	NM	4	\$1,700.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--					4	\$425.00		0.00			
E 10	WKYC	08/13/12	08/17/12	M-F 430a-5a 430a News	CM	430a-5a	MTWTF--	:30	2	\$100.00	P-2	0.00	NM	2	\$200.00
CH 3 NEWS 430A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--					2	\$100.00		0.00			
E 11	WKYC	08/06/12	08/10/12	M-F 5-6p News (Olympics) M-F 5-6p News (Olympics)	CM	M-F 5-6P	MTWTF--	:30	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
OLYMPICS EN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--					5	\$1,400.00		0.00			
E 12	WKYC	08/13/12	08/17/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	4	\$650.00	P-2	0.00	NM	4	\$2,600.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--					4	\$650.00		0.00			
E 13	WKYC	08/06/12	08/10/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	8	\$750.00	P-2	0.00	NM	8	\$6,000.00
OLYMPIC EARLY MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	MTWTF--					8	\$750.00		0.00			
E 14	WKYC	08/13/12	08/17/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00



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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 26	WKYC	08/11/12	08/11/12	Sat 1030a-11a Sat 1030-11a	CM	Sat 1030-11a	-----S-	:30	1	\$125.00	P-2	0.00	NM	1	\$1,475.00
SAT NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----S-	1		\$125.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	08/06/12-08/12/12		Sat 1030a-11a	Sat 1030-11a		-----Sa--	:30		<del>(\$125.00)</del>		0.00	NM		
See MG 26.2															
2	WKYC	08/08/12-08/11/12		Olympics Late Fringe	Olympic Late Frin		--WThFSa--	:30		\$1,475.00		0.00	NM		
Ⓜ MG for 8.1,8.5,28.1,27.1,26.1															
E 27	WKYC	08/12/12	08/12/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$450.00	P-2	0.00	NM	0	\$0.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----S	1		\$450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	08/06/12-08/12/12		Su 12-1230p	12-1230p /Su		-----Su	:30		<del>(\$450.00)</del>		0.00	NM		
See MG 26.2															
E 28	WKYC	08/12/12	08/12/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$850.00	P-2	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----S	1		\$850.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKYC	08/06/12-08/12/12		Sun 9-1030a	9a-1030a		-----Su	:30		<del>(\$850.00)</del>		0.00	NM		
See MG 26.2															
E 29	WKYC	08/14/12	08/14/12	Tues Prime Other Tues Prime Other	CM	Various (8:00 PM-10:00 PM)	-T-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
AGT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----	1		\$6,000.00		0.00						
N 30	WKYC	08/04/12	08/04/12	Olympics Prime Olympic Primetime	CM	Olympic Primetime	-----S-	:30	2	\$8,125.00	P-2	0.00	NM	2	\$16,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/30/12	08/05/12	-----S-	2		\$8,125.00		0.00						
													Totals	98	\$119,775.00